

GENERAL SERVICES ADMINISTRATION

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

CONTRACT NUMBERS:

GS-23F-0094S

GS-23F-0093S

541-1 Advertising Services

541-2 Public Relations Services

541-4A Market Research and Analysis Services

541-3 Web-based Marketing

541-4F Commercial Art and Graphic Design

541-1000 Other Direct Costs



COMMUNICATIONS

www.LETTER23.com/dc

SCHEDULE TITLE

Advertising & Integrated Marketing Solutions

FSC GROUP: 541

541-1 Advertising Services

541-2 Public Relations Services

541-4A Market Research and Analysis Services

541-1000 Other Direct Costs

CONTRACT NUMBER: GS-23F-00945

541-3 Web-Based Marketing and 541-4F

Commercial Art and Graphic Design

CONTRACT NUMBER: GS-23F-00935

DATE OF AWARD

January 31, 2006

CONTRACT PERIOD

January 31, 2006 – January 30, 2011

W COMMUNICATIONS, LLC

159 West 300 South Suite 200

Salt Lake City, UT 84101

(801) 983-9266

(801) 746-2795

www.letter23.com

CONTRACT ADMINISTRATOR

Tim Labus

159 West 300 South, Suite 200

Salt Lake City, UT 84101

(801) 983-9266

(801) 746-2795

tim@letter23.com

BUSINESS SIZE

Small



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|--|---|
| <p>1a. 541-1 Advertising Services
541-2 Public Relations Services
541-4A Market Research and Analysis Services
541-1000 Other Direct Costs
Contract Number: GS-23F-0094S
541-3 Web-Based Marketing and 541-4F
Commercial Art and Graphic Design
Contract Number: GS-23F-0093S</p> <p>1b. See attachment 1 for pricing of Tasks</p> <p>1c. See attachment 1</p> <p>2. Maximum order: \$1,000,000</p> <p>3. Minimum order: \$100</p> <p>4. Geographic coverage (delivery area): Domestic and overseas</p> <p>5. Point(s) of production (city, county, and state, or foreign country):
159 West 300 South, Suite 200,
Salt Lake City, UT 84101</p> <p>6. Discount from list prices or statement of net prices: See 1a above.</p> <p>7. Quantity discounts: Not applicable</p> <p>8. Prompt payment terms: Not applicable</p> <p>9a. Notification whether Government Purchase Cards are accepted at or below the micro-purchase threshold. Yes</p> <p>9b. Notification whether Government Purchase Cards are accepted or not accepted above the micro-purchase threshold. Yes</p> <p>10. Foreign items: Not applicable</p> <p>11a. Time of delivery. To be negotiated at the task order level.</p> <p>11b. Expedited delivery: Items available for expedited delivery are noted in this price list.</p> <p>11c. Overnight and 2-day delivery: Overnight delivery is available.</p> <p>11d. Urgent requirements: See contract clause I-FSS-14-B. Agencies can contact the contact for</p> | <p>Contract Administration to obtain faster delivery</p> <p>12. F.O.B point(s): Destination</p> <p>13a. Ordering address (es):
W Communications
159 West 300 South, Suite 200
Salt Lake City, UT 84101</p> <p>13b. Ordering Procedures: Information on supplies and services, ordering procedures, blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).</p> <p>14. Payment address(es):
W Communications
159 West 300 South, Suite 200,
Salt Lake City, UT 84101</p> <p>15. Warranty provision: Not applicable</p> <p>16. Export packing charges: Not applicable</p> <p>17. Terms and conditions of Government Purchase Card acceptance (any thresholds above the micro purchase level): Not applicable</p> <p>18. Terms and conditions of rental, maintenance, and repair: Not applicable</p> <p>19. Terms and conditions of installation: Not applicable</p> <p>20. Terms and conditions of repair parts: Not applicable</p> <p>20a. Terms and conditions for any other services: Not applicable</p> <p>21. List of services and distribution points: Not applicable</p> <p>22. List of participating dealers: Not applicable</p> <p>23. Preventative maintenance: Not applicable</p> <p>24a. Special attributes such as environmental attributes: Not applicable</p> <p>24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found: Not applicable</p> |
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25. Data Universal Number System (DUNS) number:
12-267-7847
26. Notification regarding registration in Central
Contract Registration (CCR) database:
Registered, 9/30/06



AWARDED CONTRACT PRICE LIST

541-1 Advertising Services

541-2 Public Relations Services

541-3 Web-Based Marketing Services

541-4A Market Research and Analysis Services

541-4F Commercial Art and Graphic Design Services

LABOR CATEGORIES	LABOR	PRICE/UNIT ISSUE
Media Director	\$130.00	Hour
Media Planner	\$130.00	Hour
Media Buyer	\$130.00	Hour
Research Director	\$130.00	Hour
Research Analyst	\$130.00	Hour
Program Director	\$130.00	Hour
Account Planner	\$130.00	Hour
Account Supervisor	\$130.00	Hour
Account Executive	\$130.00	Hour
Account Coordinator	\$130.00	Hour
Creative Director	\$130.00	Hour
Broadcast-Producer/Dir.	\$130.00	Hour
Associate Producer	\$130.00	Hour
Sr. Art Director	\$130.00	Hour
Sr. Copywriter	\$130.00	Hour
Production Manager	\$130.00	Hour
Traffic Coordinator	\$130.00	Hour
PR Specialist	\$130.00	Hour
Events Planner	\$130.00	Hour
Web Developer	\$130.00	Hour
Web Programmer	\$130.00	Hour
Online Strategist	\$130.00	Hour
Database Management	\$130.00	Hour
Contracts Manager	\$130.00	Hour

541-1000 OTHER DIRECT COSTS

SIN 541-1 ADVERTISING SERVICES

DESCRIPTION	COST	UNIT OF ISSUE
TV PRODUCTION		
Pre-production, 30-second television commercial	\$51,585.00	1
Storyboards/illustrations	\$1,950.00	30
Off-line editing, Audio mix, narration, graphics, music, edit boxes, beta tape, VHS duplication	\$16,927.23	1
Beta Cam dupes for air	\$2,546.50	3 sets
Tape stock (12 Min) color correction	\$1,971.00	1
Production and distribution of dubs	\$925.00	500
Miscellaneous design	\$444.52	
DOCUMENTARY PRODUCTION		
Documentary Film	\$20,000.00	1
RADIO PRODUCTION		
Audio mix, narration, music, zip disk, original composition, production and distribution of dubs	\$886.25	1
Talent	\$862.50	3
CAMPAIGN PRINT MATERIALS		
Letterhead, business cards	\$1,544.09	1,000
Media kit covers, envelopes	\$14,232.42	1,000
Print brochures (Qty 35,000)	\$7,203.00	35,000
CLIPPING SERVICES		
Six TV news clips	\$213.20	6



DESCRIPTION	COST	UNIT OF ISSUE
PHOTOGRAPHY SERVICES		
Day on location photo shoot photography assistant. One-year photo usage, digital fees.	\$2,800.00	4 hours
VIDEO PRODUCTION		
Pre-production, video post production, set and light and studio production	\$4,245.00	9 days
OUT OF HOME PRODUCTION		
(14) Billboard production: 13 oz Flex/Vinyl/ 114' x 48'	\$10,334.96	14 billboards
DIRECT MAIL		
List acquisition, (select areas)	\$ 180.25	1,000 names
Inkjet addressing letter size, special P/S label, state sorting and handling	\$302.67	1,000 names
Extra labeling	\$81.85	1,000 names
Deleting duplicates	\$25.00	250 names
Postage bulk for 3,363 mail pieces	\$886.07	Post Office going rate
SPECIALTY MAILING		
Calendar in tube	\$2,630.00	5,000
PSA CAMPAIGN PRINT MATERIALS		
Printing: 3,0000 Letterhead 8.5x11, 70# text smooth, 2 colors 3,000 #10 envelope, 70# text smooth, 2 colors	\$832.18	3,000



DESCRIPTION	COST	UNIT OF ISSUE
PSA TV PRODUCTION		
Complete production in 35mm of one 30-second PSA. Lighting, audio mix, narration, graphics, music, edit boxes. Equipment rental, casting/ talent. Film to tape transfer. Production of final mechanicals. Production and distribution of dubs. Miscellaneous design.	\$10,844.00	1 :30 second spot
PSA RADIO PRODUCTION		
Recording original voices, edit/mix	\$534.49	1 radio spot

SIN 541-40 CONFERENCE EVENT AND TRADESHOW PLANNING SERVICES

DESCRIPTION	COST	UNIT OF ISSUE
EVENT PLANNING SERVICES		
Production trade show booth frame, four bannerstands	\$7,671.52	4 banner stands
Booth inserts/graphic panels	\$4,760.00	2 graphic panels
(Qty. 8,777) direct mail: addressing, sorting, distribution, and encoding	\$482.76	8,777 mail pieces
Mailing list rental (1,500 names)	\$180.25	1,500 names
Event supplies: fruit bowls, apples, towels, tape, uniforms, including specialty items, rental equipment,	\$6,574.21	Miscellaneous supplies
(55) shirts (promotional items and giveaways)	\$1,055.34	55 shirts
(60) short sleeve shirts	\$330.00	60 shirts
(Qty 4,040) duffel bag	\$56,398.40	4,040 bags
Specialty items/miscellaneous	\$2,878.13	
Shipping	\$360.00	
Audio Visual Equipment: LCD projector, zoom lens, DVD player, video cable, AC cable, pick and deliver, set up	\$942.00	1 set
Event catering: appetizers for 92 people	\$5,116.68	92 people

SIN 541-2 PUBLIC RELATIONS SERVICES

DESCRIPTION	COST	UNIT OF ISSUE
PR SERVICES		
Press Kit:		
1,000 kit covers	\$1460.38	1,000
5,000 letterhead	\$918.27	5,000
2,500 insert page	\$539.87	2,500
5,000 #10 envelopes	\$1,652.06	5,000
6,000 business cards	\$941.38	6,000
Fax blast: (Qty: 1,000) one page	\$100.00	1,000
News story placement, 99 words	\$1,035.00	99 words

SIN 541-3 WEB BASED MARKETING SERVICES

DESCRIPTION	COST	UNIT OF ISSUE
WEB SERVICES		
Original photography (on location photo shoot)	\$1,700	1 day
Stock photography	\$1,303.69	2 pieces
Web design 3-D animation/rendering	\$2,960.00	3 designs
Storyboards/compositions/structure	\$1,105.00	6 boards
Assistant design & production	\$1,090.00	1 design

SIN 541-4A MARKET RESEARCH AND ANALYSIS

DESCRIPTION	COST	UNIT OF ISSUE
MARKET RESEARCH AND ANALYSIS		
Focus Group research: moderator, recruitment (12 participants), honorariums, facility, refreshments, video and audio taping, moderator guides, and final report	\$7,000	1 focus group
Telephone survey (225 names)	\$3,580.00	225 names
Research analysis and report	\$1,300.00	1 report

SIN 541-4F COMMERCIAL ART AND GRAPHIC DESIGN

DESCRIPTION	COST	UNIT OF ISSUE
COMMERICAL ART AND GRAPHIC DESIGN		
Photography shoot (black/white & color)	\$1,700	1 day
Negative or transparency scan	\$210.00	1 scan
Black & white scans (Qty: 27)	\$895.44	27 black and white
Color photos (Qty: 14)		14 color
Stock photography	\$1,303.69	2 pieces
Graphic illustrations	\$1,105.00	3 designs
Messenger service/shipping	\$24.21	1 unit
Printing: Letterhead 8.5x11, 70# text smooth, 2 colors (Qty: 3,000)	\$214.91	3,000
#10 envelope, 70# text smooth, two colors (Qty: 3,000)	\$422.21	3,000
Printing: (Qty: 450) Newsletter, 2/2	\$575.00	450
Printing: (Qty: 450) program materials	\$488.00	450
Printing program guides	\$400.00	3,600
Printing invitation, reply cards	\$3,550.00	3,600
Printing: (Qty 4,000) brochure, 2/2	\$1,643.67	4,000
Printing: 4 posters, 4 color	\$1,643.67	4

PROGRAM DIRECTOR

Oversees the entire program operation. Develops administrative and management procedures. Manages acquisition of resources including personnel. Leads in the development and implementation of strategic plans, policies, and procedures.

Establishes and implements short- and long-range organizational goals, objectives, policies, and operating procedures; monitors and evaluates operational effectiveness; effects changes required for improvement. Provides top-level supervision of client's programs, taking a lead role in securing resources for those programs.

Designs, establishes, and maintains an organizational structure and staffing to effectively accomplish the organization's goals and objectives; recruits, employs, trains, supervises, and evaluates unit staff. Develops and manages annual budgets for the organization and clients, performs periodic cost and productivity analyses. Plans and develops programs, including identifying resources and preparing proposals.

MINIMUM QUALIFICATIONS

Bachelor's degree with ten years' experience directly related to the duties and responsibilities specified.

ACCOUNT SUPERVISOR

Develops and maintains strong client relationships by providing strategic input and managing day-to-day business. Account Supervisor optimizes client business opportunities by driving continuous innovation, participating in the development/implementation of client promotion/marketing plans, and by demonstrating leadership with key internal departments. Key areas of responsibility include client relations, client business/revenue growth, development of promotion/co-marketing objectives, strategies and tactics,

client management, budget management, communication strategy/creative development, and legal compliance.

MINIMUM QUALIFICATIONS

Six to ten years experience, BA/BS degree, and strong understanding of marketing and promotion principles.

ACCOUNT EXECUTIVE

Plans, directs and coordinates project activities to ensure fulfillment within prescribed time frame and budget.

MINIMUM QUALIFICATIONS

Bachelors degree in marketing communications or business. Three to five years experience in a full service advertising agency preferred.

ACCOUNT COORDINATOR

Responsible for organizing advertising for print media. Providing coordination, scheduling and promotions to ensure client satisfaction and project completion. Assist Account Executives in maintaining and nurturing client relationships. Serves as a liaison between clients and various internal departments.

MINIMUM QUALIFICATIONS

A bachelors degree is preferred with one year of field experience.

TRAFFIC COORDINATOR

Coordinates with Production and Account Services Department to ensure that all materials and instructions are clearly marked. Forwards all creative materials to external vendors.

MINIMUM QUALIFICATIONS

Two to three years of advertising, production, graphic arts, and pre-press experience.

PRODUCTION MANAGER

Works closely with both the account managers/execs and the art teams, takes briefs for press advertising and manages the production using automated tools. Responsible for proof-reading and gaining final sign off for the ads.

MINIMUM QUALIFICATIONS

A bachelors degree is preferred with a minimum of four years experience in an advertising environment, either in a studio or admin-based role.

CREATIVE DIRECTOR

Responsible for developing advertising strategies. Directs the creative team. Prepares estimates at the concept stage.

MINIMUM QUALIFICATIONS

A bachelors degree in design or graphic communications. Ten to 15 years of experience preferred.

ART DIRECTOR

Working as part of a creative team, works closely with writers to create original ideas using a brief from the client. Interprets what the client wants to say in an interesting way.

Responsible for engaging other members of the team, such as illustrators, photographers, designers or Mac operators in the project. Develops and creates original concepts for multiple media including: TV/radio; websites; direct mailing; posters; training videos; multimedia CDs; adverts in the press. Oversees the work from the initial concepts, until completion of the finished product.

MINIMUM QUALIFICATIONS

BA degree in graphic design and or related graphic communications. Five to seven years of experience working at a full-service advertising agency.

SR. COPYWRITER

Works in a creative partnership with art director to conceive, develop and produce effective advertisements. Provides the verbal or written aspect of creative concepts. Develops original catch phrases, slogans and strap lines. Also includes writing various types of advertising such as: posters; press; leaflets; brochures; radio or television scripts.

Copywriters are often involved in the production process, which can include casting actors for voiceovers and dealing with production companies and directors or typographers, designers and printers.

MINIMUM QUALIFICATIONS

Ten years of copywriting experience in advertising, direct marketing, promotion or publishing. Working knowledge of Macintosh, proficiency with Word, experience with database tools and knowledge of Internet technology. A bachelor's degree in english, journalism, communications, advertising, marketing, direct response or promotion (or comparable work experience).

MEDIA DIRECTOR

Responsible for the development of strategic media plans. Orchestrates the most effective media mix for campaign.

MINIMUM QUALIFICATIONS

A bachelors degree in marketing or business administration. eighty to ten years of experience or equivalent.

MEDIA PLANNER

Responsible for planning and coordinating all aspects of media for print and broadcast.

MINIMUM QUALIFICATIONS

A bachelors degree in marketing or business administration. three to five years of experience or equivalent.

MEDIA BUYER

Researches media sources in each of the target markets. Negotiates rate, and volume discounts. Identifies and secures rates for print and broadcast media.

MINIMUM QUALIFICATIONS

A Bachelors degree in marketing or business administration. two to four years of experience or equivalent.

RESEARCH DIRECTOR

Analyzes, interprets and presents demographics, attitude, usage, and competitive position in the target market. Plans, implements and manages all aspects of quantitative and qualitative research.

MINIMUM QUALIFICATIONS

Bachelor's degree plus eight years experience or equivalent education and experience. Knowledge of standard methods of analysis in the research field. Knowledge of methods and techniques of compilation and analysis of research and statistical data. Ability to interpret results and translate into recommendations. Ability to compile information into report form.

RESEARCH ANALYST

Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales.

MINIMUM QUALIFICATIONS

Bachelor's degree, and four years of experience in the field or in a related area. Has knowledge of commonly used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require

exercising independent judgment. Typically reports to a supervisor or manager.

WEB DEVELOPER

Writes code and determines all back-end specifications (i.e., functionality) for all web related initiatives. Works closely with web designer to build sites, intranets, extranets, etc.

MINIMUM QUALIFICATIONS

A bachelors degree in computer science, web design and/or graphic design. Five to eight years high tech client experience and/or advertising agency experience.

WEB PROGRAMMER

Writes and revises scripts and programs, creates and optimizes SQL queries. Proficient in JavaScript, CGI/PERL, Flash skills necessary, ASP, PHP, Visual Basic and MySQL

MINIMUM QUALIFICATIONS

Bachelors degree in computer science, web design and/or graphic design. Four to six years web-based and/or information technology client experience.

ONLINE STRATEGIST

Develops all online strategies. Handles all research and plans tactics including advertiser placement, pricing, scheduling and tracking.

MINIMUM QUALIFICATIONS

Bachelors degree in business is required. Must have significant experience in IT, on-line and web applications and consumer research.

DATABASE MANAGER

Responsible for managing the relationship with firms contracted to perform database updates; manages the updating of the database in accordance with contractual obligations; runs programs to load and extract information from the database; performs research to update and expand the database via phone and/or internet. Required skills include: Project Management; PC skills with an emphasis on Excel, and phone and internet research.

MINIMUM QUALIFICATIONS

Bachelors degree in marketing or business administration is required. Four to six years of experience in direct response, marketing, general advertising, and web-based applications.

ACCOUNT PLANNER

Determines the essence of the brand. Writes selling strategy, highlighting the main characteristics of the brand and determines how best to position the brand in the marketplace. Provides key insight that leads to development of creative strategy.

MINIMUM QUALIFICATIONS

Bachelors degree required. Prefer MBA in business or psychology. 8 to 10 years of consumer research, direct response, or general advertising experience.

PR SPECIALIST

Handles all media relations. Includes writing press releases, newsletters, media interviews, etc.

MINIMUM QUALIFICATIONS

B.A in communications or business administration. Three to five years' full-service public relations experience.

EVENTS PLANNER

Develops overall events plan and calendar including event planning, booths, and give-away merchandise. Plans, negotiates and coordinates all logistics (including costs, timing, etc.) for conferences, seminars, workshops, and promotional events.

MINIMUM QUALIFICATIONS

BA in Communications. Three to five years of public relations, general advertising and direct response.

BROADCAST PRODUCER/DIRECTOR

Responsible for the production of program launches, campaigns, Specials and topical promos for program genre. Expertise producing broadcast on-air promotions. Possesses creativity and strong language skills.

MINIMUM QUALIFICATIONS

BA in marketing communications and or radio/television. Eight to ten years in major advertising agency or broadcast production company.

ASSOCIATE PRODUCER

Assists Producer/Director in the process of developing final product.

MINIMUM QUALIFICATIONS

BA in marketing communications and or radio/television. Eight to ten years in major advertising agency or broadcast production company.

CONTRACTS MANAGER

Reviews and administers Non-Disclosure Agreements, contracts, modifications and change orders; prepares contract review records and obtains necessary management approvals. Leads negotiation of contracts and changes with customers. Assists in preparation of presentations

for program and customer review. Prepares and maintains contract documentation and effectively disseminates information to all appropriate disciplines within the business area. Requires a working knowledge of the Federal Acquisition Regulations.

MINIMUM QUALIFICATIONS

Bachelor's degree plus four or more years' experience in management of government contracts is required. In addition to the typical educational and experience requirements, a demonstrated capability to adequately perform the essential functions and responsibilities of the position and exhibit the leadership skills and competencies of the grade level should be considered.

